



**TONI ATKINS**

COUNCILMEMBER  
THIRD DISTRICT

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## **COUNCILMEMBER ATKINS DEMANDS CHARGERS CREDIT CITY FOR TICKETS PURCHASED AT PATRIOTS GAME**

***CHARGERS' MARQUEE MISCOMMUNICATION THAT GAME 'SOLD  
OUT' DETERRED TICKET BUYERS; NOT 'GOOD FAITH' EFFORT***

October 22, 2002

At the September 29, 2002, National Football League game between the San Diego Chargers and the New England Patriots, the major marquee sign at Qualcomm Stadium showed a printed message to the public throughout the morning prior to the start of the game that the event was "sold out." It is my understanding, however, that there were still tickets for sale to the public. It is also my understanding that this incident resulted from a miscommunication within the Chargers organization.

Given these circumstances, I have asked that the City formally demand a credit for the 1,849 tickets valued at \$102,083 which the City purchased on September 29th, pursuant to the Chargers Ticket Guarantee. There seems to be no valid reason why the City should be forced to buy tickets which could have been sold to fans approaching the stadium in the hopes of purchasing tickets, but who opted to turn away due to the inaccurate message on the stadium marquee.

I don't find the argument that tickets were still available by phone or the internet on the day of the game credible. Most people who are familiar with same-day event purchases are aware that most internet and phone sales are cut off the day before the event and tickets can generally only be purchased at the venue on the day of the event. Given the high interest in the game, due to the fact that the Patriots are the defending Super Bowl Champions, clearly 1,849 could easily have been sold had the sign properly announced that tickets were still available.

And finally, I don't believe this represents a "good faith" effort by the Chargers to ensure

ticket sales.

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